



KSWB
7191 Engineer Rd.
San Diego, CA 92111
(858) 492-9269

Contract Agreement Between:

CONTRACT

Contract / Revision		Alt Order #	
378743 /			
Product			
Carl DeMaio for Mayor			
Contract Dates		Estimate #	
10/22/12 - 10/28/12		C22C28	
Advertiser		Original Date / Revision	
Carl DeMaio for Mayor		08/09/12 / 08/09/12	
Billing Cycle	Billing Calendar	Cash/Trade	
EOM/EOC	Broadcast	Cash	
Station	Account Executive	Sales Office	
KSWB	House House	San Diego KSW	
Special Handling			
Demographic			
Adults 35+			
IDB#	Advertiser Code	Product Code	
Agency Ref	Advertiser Ref		

And

Del Cielo Media
10755 Scripps Poway Parkway
Suite #550
San Diego, CA 92131

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	5	10/22/12	10/26/12	M-F 4p-5p	4p-5p		:30	5	\$175.00	NM	5	\$875.00
Week: 10/22/12 10/28/12 11111--												
N 2	5	10/22/12	10/26/12	M-F 7a-9a	7a-9a		:30	5	\$275.00	NM	5	\$1,375.00
Week: 10/22/12 10/28/12 22222--												
N 3	5	10/24/12	10/25/12	World Series on FOX	430p-730pm	--WT---	:30	2	\$3,400.00	NM	2	\$6,800.00
Week: 10/22/12 10/28/12 --WT---												
N 4	5	10/22/12	10/24/12	Wkday Late News Rotator	10P-11P	M-W----	:30	2	\$500.00	NM	2	\$1,000.00
Week: 10/22/12 10/28/12 M-W----												
N 5	5	10/27/12	10/28/12	World Series on FOX	430p-730pm	-----SS	:30	2	\$3,400.00	NM	2	\$6,800.00
Week: 10/22/12 10/28/12 -----SS												
N 6	5	10/28/12	10/28/12	Su 8a-9a	8a-9a	-----S	:30	1	\$100.00	NM	1	\$100.00
Week: 10/22/12 10/28/12 -----S												
Totals												
											22	\$18,325.00

Signature: _____

Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

378743

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RUN DATE 8/08/12
 RUN TIME 17:13:32
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BUY DETAIL REPORT

PROGRAM..... BRP101
 COMPANY..... Del C-410 Media
 OFFICE..... 01 San Diego
 MEDIA..... TV TELEVISION
 CLIENT..... DEMO1 Carl Demasio for Mayor
 PRODUCT..... ORDER Carl Demasio for Mayor
 ESTIMATE..... C22228 10/22-10/28 BROADCAST
 STATION..... KSWB-TV KSWB-TV CHANNEL

MARKET..... SDI SAN DIEGO, CA

RATING SERVICE NSI

START/END DATES 10/01/12 - 11/06/12
 FLIGHT DATES 10/22/12 - 10/28/12
 RP35+ COVERAGE 95%
 SHARE: MAY12 PVT NOV11

ITEM	DAY(S)	TIME	BA	COST	Q	NUMBER OF SPOTS PER WEEK										TOTAL SPOTS	RP35+
LEN	PTWK	PROGRAM	REF			OC	OC	OC	OC	OC	OC	OC	OC	OC	OC		
1	30	MTWTF.. 0400P-0500P DR 02	175.00 G			1	1	1	1	1	1	1	1	1	1	5	1.1 159.09
2	30	MTWTF.. 0700A-0900A FOX5 NEWS /FOX5 MORN	275.00 G			2	2	2	2	2	2	2	2	2	2	10	1.9 144.74
3	30	..WT.. 0430P-0730P WORLD SERIES MLB	3400.00 G			1	1	1	1	1	1	1	1	1	1	2	9.0 377.78
4	30	MTWTF.. 1000P-1100P FOX5 NEWS 10PM	500.00 G			1	1	1	1	1	1	1	1	1	1	2	2.5 200.00
5	30SS 0430P-0730P WORLD SERIES MLB	3400.00 G			1	1	1	1	1	1	1	1	1	1	2	9.0 377.78
6	30S 0800A-0900A FOX NEWS	100.00 G			1	1	1	1	1	1	1	1	1	1	1	9 111.11
10/22/12 - 10/28/12																TOTAL:	66.4 275.98
TOTAL SPOTS																	
TOTAL COST																	

4-5p Dr 02
 7-9a News
 430-730 World Series
 10-11p News
 430-730 World Series
 8-9a Sun News

Spots 10/22/12